

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 9-2449 - Musical Chairs Sweepstakes - Reg. No. 328511 - 4 1/2" x 11" Black Size 7 by 10 - Trade Publications - 75 - (A)

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# Announcing the Parliament Musical Chairs Sweepstakes

Parliament is offering consumers a chance to win some of the most-wanted sweepstakes prizes in history.

Over 1,000 musical prizes, including ten Grand Prizes of the egg chair shown here (built-in speakers) and a Panasonic Quadraphonic sound system.

Plus 50 second prizes and 1,000 third prizes, shown below.

Don't disappoint your customers by being caught short. Stock up now on Parliament, the brand that gained another 4.5%\* in sales last year.



50 Second Prizes:  
Complete Panasonic  
Quadraphonic Sound  
Systems.



1,000 Third Prizes:  
Panasonic FM Stereo  
Radio Head Sets.

\*SOURCE: The Maxwell Yano-Earl Report, Feb. 1, 1975.  
Courtesy of Maxwell Div. of Wheat,  
First Securities, Inc.  
Panasonic - fine electronic equipment from Japan



Another  
sales-building  
promotion from  
**Philip Morris USA**



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